

EXHIBIT 56

Redacted Excerpts of Deposition of Scott Coker

UNITED STATES DISTRICT COURT

DISTRICT OF NEVADA

CUNG LE; NATHAN QUARRY, JON)	
FITCH, on behalf of)	
themselves and all others)	
similarly situated,)	
)	
Plaintiffs,)	
)	
vs.)	Case No.
)	2:15-cv-01045-RFB-(PAL)
)	
ZUFFA, LLC, d/b/a Ultimate)	
Fighting Championship and)	
UFC,)	
)	
Defendant.)	
_____)	

HIGHLY CONFIDENTIAL

VIDEOTAPED DEPOSITION OF

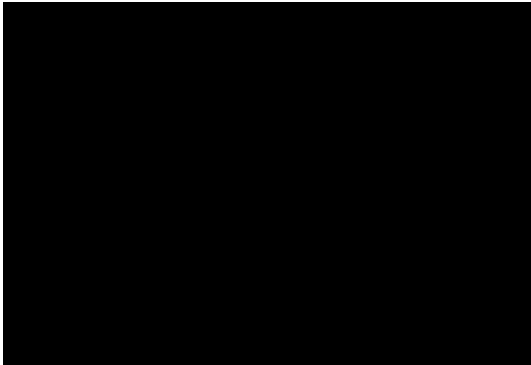
SCOTT COKER

LOS ANGELES, CALIFORNIA

AUGUST 3, 2017

9:09 a.m.

REPORTED BY:
CYNTHIA K. DuRIVAGE, CSR #451
JOB NO. 51251

<p style="text-align: right;">98</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 </p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> <p>11</p> <p>12</p> <p>13 Q. Do you think that that could be -- if there</p> <p>14 was only one player that that could be -- hurt</p> <p>15 fighters?</p> <p>16 A. Yes.</p> <p>17 Q. Okay. And what other ways -- what ways</p> <p>18 would it hurt the fighters, in your opinion?</p> <p>19 A. Well, the biggest way is think about if</p> <p>20 there's only one place to have a job, and then,</p> <p>21 there's only a certain amount of slots available to</p> <p>22 have employment, the fighter purses naturally would</p> <p>23 go down because now you're in control of the</p> <p>24 marketplace. So now, you can dictate what an entry</p> <p>25 fighter level would get and what a mid-tier fighter</p>	<p style="text-align: right;">100</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 help us drive ratings on CBS and eventually drive</p> <p>3 ratings on pay-per-view.</p> <p>4 BY MR. DELL'ANGELO:</p> <p>5 Q. So is it fair to say that you believe that</p> <p>6 overall, attracting a fighter like Fedor would be,</p> <p>7 you know, good for Strikeforce's business?</p> <p>8 A. Yes.</p> <p>9 Q. I think you testified a little earlier</p> <p>10 today -- and I'm sorry, let me just withdraw that.</p> <p>11 Is that generally true with other fighters</p> <p>12 that have heat on them, as you described it, to use</p> <p>13 that term?</p> <p>14 A. Could you repeat the question one more</p> <p>15 time.</p> <p>16 Q. Sure. So I wanted to know if that was also</p> <p>17 generally true with respect to Strikeforce's ability</p> <p>18 to attract other fighters that had heat on them, as</p> <p>19 you used that term?</p> <p>20 A. Yes. It would have been a great statement</p> <p>21 and a great recruiting tool.</p> <p>22 Q. So getting a fighter like Fedor, you</p> <p>23 believed, would have helped Strikeforce recruit or</p> <p>24 attract other quality fighters?</p> <p>25 A. Yes.</p>
<p style="text-align: right;">99</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 would get, what a top-tier fighter would get. And</p> <p>3 you kind of control the marketplace at that point.</p> <p>4 Q. I think you testified that you wanted to</p> <p>5 pursue Fedor at this time?</p> <p>6 A. At this time, yes.</p> <p>7 Q. So did you think that Fedor was an</p> <p>8 important fighter for Strikeforce to try to get in</p> <p>9 its roster?</p> <p>10 A. Yes.</p> <p>11 Q. And why?</p> <p>12 A. Being undefeated for ten years, coming off</p> <p>13 of a big fight where he knocked out Andrei Arlovski.</p> <p>14 Had a lot of heat on him.</p> <p>15 I mean, he's the man. Fedor is the</p> <p>16 greatest of all time. And when you can have a</p> <p>17 fighter like that come on to your roster, it's always</p> <p>18 a good day.</p> <p>19 Q. Did you believe that signing Fedor at</p> <p>20 Strikeforce would help Strikeforce sell</p> <p>21 pay-per-views?</p> <p>22 MS. GRIGSBY: Objection, foundation.</p> <p>23 THE WITNESS: I believed that he would help</p> <p>24 drive ratings on Showtime, I believed that he would</p> <p>25 put butts in seats. I would believe that he would</p>	<p style="text-align: right;">101</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 Q. Is that something that you viewed as being</p> <p>3 important to Strikeforce?</p> <p>4 A. Yes.</p> <p>5 Q. And why is that?</p> <p>6 A. My goal was to build this company as big as</p> <p>7 we could, become a -- you know, a sizeable player in</p> <p>8 the mixed martial arts world.</p> <p>9 And I felt like we had a lot of pieces in</p> <p>10 place. We started -- we started recruiting top</p> <p>11 talent, that we were building from the ground up</p> <p>12 with, say, like Ty Woodley, Luke Rockhold, Daniel</p> <p>13 Cormier, a lot of the stars that are currently stars</p> <p>14 today for the UFC.</p> <p>15 We started building our free agent</p> <p>16 fighters. So we built the roster from the ground up</p> <p>17 and we bought some of the fighters from the top down.</p> <p>18 And I think that Fedor would have been the icing on</p> <p>19 the cake for us, you know, to just show the industry</p> <p>20 that, hey, these are real players, you can count on</p> <p>21 them, and they're going to be here for a long time.</p> <p>22 Q. This email in Exhibit 7 is dated July 4,</p> <p>23 2009, correct?</p> <p>24 A. Yes, that's correct.</p> <p>25 Q. Do you recall around that time frame, in</p>

<p style="text-align: right;">102</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 2009, did Strikeforce acquire fighters from any other</p> <p>3 promotion?</p> <p>4 A. Yes.</p> <p>5 Q. And what promotion was that?</p> <p>6 A. In 2009, we acquired Pro Elite.</p> <p>7 Q. And what was Pro Elite?</p> <p>8 A. Pro Elite was a struggling mixed martial</p> <p>9 arts fight company based out of Los Angeles. They --</p> <p>10 well, at this time, we already had acquired them.</p> <p>11 This is prior to this.</p> <p>12 Q. Right. So the email in Exhibit 7 is</p> <p>13 sometime later in 2009, Strikeforce had already</p> <p>14 acquired Pro Elite?</p> <p>15 A. That is correct. And my thought, honestly,</p> <p>16 was in October of '10 -- I'm sorry -- October of '08</p> <p>17 is when we acquired Pro Elite.</p> <p>18 So that's my belief. So we acquired</p> <p>19 Pro Elite, which had the CBS, Showtime contracts. It</p> <p>20 had Nick Diaz' contract, Robbie Lawler's contract, it</p> <p>21 had Gina Carano's contract. So we acquired a lot of</p> <p>22 these great fighters at the end of '08.</p> <p>23 Q. How did the acquisition -- well, let me</p> <p>24 withdraw that.</p> <p>25 Did Pro Elite include any other MMA brands</p>	<p style="text-align: right;">104</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 momentum, income was pretty much -- those two years</p> <p>3 was pretty much like a hockey stick. In a down</p> <p>4 economic time, we were not impacted by the economy</p> <p>5 because we were still packing the stadium, we had</p> <p>6 great ratings, and we were putting butts in seats.</p> <p>7 When I think about that time period for</p> <p>8 Strikeforce, I think that it was a great time for the</p> <p>9 company because we had just acquired all these great</p> <p>10 fighters, we already had great fighters. We were</p> <p>11 buying more fighters, we were starting to build more</p> <p>12 fighters. And we had a great TV deal, and you know,</p> <p>13 once you added Showtime and CBS, Strikeforce became</p> <p>14 really a regional brand to become a national brand.</p> <p>15 Q. And was Strikeforce becoming a stronger</p> <p>16 competitor to the UFC at that time?</p> <p>17 A. Yes.</p> <p>18 Q. And was Strikeforce competing with the UFC</p> <p>19 for top talent at that time, that is, fighters?</p> <p>20 A. The only fighter that I would think that we</p> <p>21 were both after that we really wanted was Fedor.</p> <p>22 Q. In terms of -- in terms of top fighters?</p> <p>23 A. Because we had just acquired all these</p> <p>24 great fighters, and we only had so many TV dates.</p> <p>25 So, you know, the house is pretty full, if you can</p>
<p style="text-align: right;">103</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 that Strikeforce acquired?</p> <p>3 A. No, because it was not a purchase of the</p> <p>4 entire company, it was just an asset purchase. So we</p> <p>5 plucked out certain things that we wanted and left a</p> <p>6 lot of things that we didn't want.</p> <p>7 Q. How did Strikeforce's acquisition of</p> <p>8 Pro Elite impact Strikeforce's business?</p> <p>9 A. When you have great fighters, great</p> <p>10 personalities, a great TV deal, then you can get</p> <p>11 great sponsorships, and you know, that's what helps</p> <p>12 you drive your business.</p> <p>13 Q. Is it your view, then, that without things</p> <p>14 such as great fighters, you can't do those other</p> <p>15 things, like attract great sponsors, et cetera?</p> <p>16 A. It makes it very difficult.</p> <p>17 Q. How would you -- how would you characterize</p> <p>18 the -- I guess Strikeforce around the -- as an MMA</p> <p>19 promotion at the time of the Pro Elite acquisition?</p> <p>20 How would you characterize its trajectory in the MMA</p> <p>21 marketplace?</p> <p>22 A. Clearly, No. 2 in the marketplace. I mean,</p> <p>23 UFC had a 20-year, you know, first in market</p> <p>24 advantage.</p> <p>25 But I think we were gaining ground, gaining</p>	<p style="text-align: right;">105</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 understand what I mean by that.</p> <p>3 So we were looking for that one fighter</p> <p>4 that could make a big impact, and we wanted to get</p> <p>5 Fedor on our roster.</p> <p>6 Q. At that time, how would you characterize</p> <p>7 Strikeforce's heavyweight division?</p> <p>8 A. The thought behind getting Fedor, honestly,</p> <p>9 was to put together I mean arguably the greatest</p> <p>10 heavyweight tournament ever in the history of MMA,</p> <p>11 especially North America.</p> <p>12 And we already had Alistair Overeem, we had</p> <p>13 Fabricio Werdum, we had Josh Barnett. We had Brett</p> <p>14 Rogers. We had Big Foot Silva, and we had Andrei</p> <p>15 Arlovski.</p> <p>16 And I wanted to put Fedor on a roster so I</p> <p>17 could put him in this tournament because I knew that</p> <p>18 this was a tournament that was going to be a</p> <p>19 significant difference maker in our sport.</p> <p>20 Q. How did you think that Strikeforce's</p> <p>21 heavyweight division compared to the UFC's</p> <p>22 heavyweight division in 2009?</p> <p>23 A. Yeah. In 2009 and '10, we had more top 10</p> <p>24 rated heavyweights than the UFC did. So arguably, we</p> <p>25 had a better heavyweight division than they did.</p>

<p style="text-align: right;">170</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 golf.</p> <p>3 Q. You weren't a student of the MMA promotion</p> <p>4 industry or business, right?</p> <p>5 A. No.</p> <p>6 Q. So about three months later, you become</p> <p>7 involved in Bellator, correct? So June of 2014,</p> <p>8 about three months after you kind of emerged from</p> <p>9 your --</p> <p>10 A. Yes.</p> <p>11 Q. -- your hiatus, if you will? Okay.</p> <p>12 And so, from the time of March 2014 to the</p> <p>13 time of June 2014, did you study or research Bellator</p> <p>14 to try to understand it more and why it may have</p> <p>15 lacked star power?</p> <p>16 A. No. The mindset really wasn't to, you</p> <p>17 know, like to study anything, really. It was stop</p> <p>18 and smell the roses, unwind a little bit, just relax.</p> <p>19 Go on vacation, travel, you know, travel all over the</p> <p>20 world for a year-and-a-half, and then, play a lot of</p> <p>21 golf and just relax.</p> <p>22 Q. Right. Yes, I appreciate that. All I was</p> <p>23 really trying to understand is up to June of 2014 how</p> <p>24 dialoed in you really were to Bellator's business and</p> <p>25 why, you know --</p>	<p style="text-align: right;">172</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 tilting? I go: I don't know. I go -- I had to</p> <p>3 think about that.</p> <p>4 And I said something to him, and I wanted</p> <p>5 to see how he'd react. And what I said was, I said:</p> <p>6 Kevin, you don't only have a black eye in the</p> <p>7 business, you have an orbital fracture, and I'm not a</p> <p>8 surgeon. I don't even know if I can help you.</p> <p>9 He said: Well, hey, think about it. I</p> <p>10 said: Well, I'll think about it.</p> <p>11 And I didn't call him back for a month</p> <p>12 because I wasn't looking for a job, I didn't want to</p> <p>13 be employed by anybody.</p> <p>14 But he kept calling me and talking. And</p> <p>15 the more I talked to him, I started feeling good</p> <p>16 about his vision.</p> <p>17 And so, finally, after much -- you know,</p> <p>18 thinking about it for two-and-a-half months, I said:</p> <p>19 You know what, F it. Let's go for it. I'm going to</p> <p>20 go and try my best and try to help build Bellator.</p> <p>21 And then, they made the move to remove Bjorn, and I</p> <p>22 came in two days later. And that was March of '14,</p> <p>23 yeah, March of '14.</p> <p>24 Q. In your estimation, as you just sort of</p> <p>25 articulated, was Bellator's lack of star power part</p>
<p style="text-align: right;">171</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 A. I had no idea. Honestly, it was Kevin Kay</p> <p>3 requesting a meeting, and I didn't even know who</p> <p>4 Kevin Kay was, to be honest with you. So I said,</p> <p>5 okay, I'll go meet him. But really, I'm going to go</p> <p>6 open another company. I remember telling some</p> <p>7 friends: I'm not in the business of building other</p> <p>8 people's businesses, I'm go to build my own business</p> <p>9 again and I'm going to go back and do this.</p> <p>10 And I sat down with Kevin Kay, and he's</p> <p>11 telling me what he's doing, telling me what he wants</p> <p>12 to do, wants to make a move in the top position.</p> <p>13 Originally, I thought he wanted me to work</p> <p>14 with Bjorn Rebney. I said, well, this is not -- you</p> <p>15 know, by committee, this is -- something that has to</p> <p>16 be very, you know -- somebody has to make the</p> <p>17 decision. I don't want to argue with somebody else.</p> <p>18 And I said, Kevin, I go, your brand has</p> <p>19 really been dented. And you know, I'm coming up off</p> <p>20 a very, very -- you know, time in my life where</p> <p>21 Strikeforce was great, I want to create something</p> <p>22 else great.</p> <p>23 I remember telling Kevin this. I said,</p> <p>24 your ship is kind of like the Titanic. You know? Do</p> <p>25 I want to jump on the Titanic as you guys are</p>	<p style="text-align: right;">173</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 of what made it like the Titanic in the MMA industry?</p> <p>3 A. I think it comes from leadership at the</p> <p>4 top, and it was that tournament format. To me, the</p> <p>5 tournament format, my belief is this -- and I worked</p> <p>6 for K-1 for eight years, which was the greatest</p> <p>7 tournament format, you know, entity ever, that and</p> <p>8 Pride.</p> <p>9 And you should do tournaments when you have</p> <p>10 eight stars because then, everybody can identify with</p> <p>11 these eight fighters, just like we did for the</p> <p>12 heavyweight tournament.</p> <p>13 These were tournament formats that were</p> <p>14 happening every week in a different city in a little</p> <p>15 town that, you know, a lot of people didn't hear</p> <p>16 about. You know, I didn't even know what some of</p> <p>17 these cities were. And a 1500, 1800-seat stadium.</p> <p>18 It just looked very small, very dark, very dingy, and</p> <p>19 the product was just subpar. And this is before, you</p> <p>20 know, Viacom came in and took it over.</p> <p>21 So that's what I was referring to. Kevin</p> <p>22 was like, you know. And he goes: Well, have you</p> <p>23 watched our product lately? I says: No, not really.</p> <p>24 And I really hadn't even watched one episode to that</p> <p>25 point. He goes: Well, check it out.</p>

<p style="text-align: right;">174</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 And I said: You know, Kevin, the</p> <p>3 tournament format doesn't work. I'm telling you,</p> <p>4 you've got to have eight stars. And then, your</p> <p>5 overlapping of tournaments were -- you know, because</p> <p>6 this is what I was hearing from the managers and the</p> <p>7 fighters and even some of my friends that are hard</p> <p>8 core MMA fans can't keep up with which tournament is</p> <p>9 fighting today and which one is next week and who,</p> <p>10 what weight class. They just get confused because</p> <p>11 there's so many tournaments going on at the same</p> <p>12 time.</p> <p>13 Q. Right.</p> <p>14 A. So I told Kevin, I said: We have to change</p> <p>15 the format. We have to go back to star fights, you</p> <p>16 know, star versus star, and we have to --</p> <p>17 MR. KELLY: Slow down a little bit.</p> <p>18 THE WITNESS: I'm getting excited, you</p> <p>19 know.</p> <p>20 But I just told Kevin that we have to</p> <p>21 change the format, and he was agreeable. He said:</p> <p>22 Look, if we give you the reigns, we're going to give</p> <p>23 you the reigns, and you go do it.</p> <p>24 And I said: All right, let's go do this.</p> <p>25</p>	<p style="text-align: right;">176</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 Q. In your experience as an MMA promoter, was</p> <p>3 having access to, you know, cash alone as an MMA</p> <p>4 promoter sufficient to attract top talent?</p> <p>5 A. Is cash enough?</p> <p>6 Q. In and of itself.</p> <p>7 A. That's -- that's a very tricky question,</p> <p>8 and I'll tell you why. Because if I went to a</p> <p>9 fighter and I was trying to recruit a fighter and</p> <p>10 let's say UFC was coming in and we're making the same</p> <p>11 offer, right, they would have familiarity with both</p> <p>12 of us. But let's say, you know, somebody else came</p> <p>13 in and was willing to pay even more money.</p> <p>14 A lot of times, a fighter will take what</p> <p>15 they're familiar with, and it might be less money.</p> <p>16 So I don't think money is the only, you</p> <p>17 know, consideration because there has to be a comfort</p> <p>18 level for them to trust you and want to fight for</p> <p>19 you.</p> <p>20 Q. And do the fighters also need to know that</p> <p>21 they will have the opportunity to be matched against</p> <p>22 fighters of, you know, comparable quality?</p> <p>23 MS. GRIGSBY: Objection to form,</p> <p>24 foundation.</p> <p>25</p>
<p style="text-align: right;">175</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 BY MR. DELL'ANGELO:</p> <p>3 Q. Before June of 2014, did Bellator have a --</p> <p>4 you mentioned Viacom. Did Bellator have a</p> <p>5 relationship with Viacom?</p> <p>6 A. Before 2014?</p> <p>7 Q. June of 2014, yeah.</p> <p>8 A. That was coming out of -- yes, they did.</p> <p>9 Q. And did Bellator's pre-June 2014</p> <p>10 relationship with Viacom mean that Bellator had, you</p> <p>11 know, access to capital to pay fighters that, you</p> <p>12 know, had an upstart promotion might not otherwise</p> <p>13 have?</p> <p>14 MS. GRIGSBY: Objection to form.</p> <p>15 MR. KELLY: Objection, foundation, calls</p> <p>16 for speculation.</p> <p>17 THE WITNESS: Yeah, I would have to</p> <p>18 speculate at this point.</p> <p>19 BY MR. DELL'ANGELO:</p> <p>20 Q. Are you familiar with Dana White's</p> <p>21 statements about, you know, the importance of</p> <p>22 Bellator's relationship with Viacom as it relates to</p> <p>23 Bellator's access to what he has characterized as</p> <p>24 \$5 billion in cash? Have you heard those statements?</p> <p>25 A. No.</p>	<p style="text-align: right;">177</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 BY MR. DELL'ANGELO:</p> <p>3 Q. In your experience.</p> <p>4 A. I mean, I've never had a fighter that I've</p> <p>5 offered a contract to say, well, I want to fight this</p> <p>6 guy and then I want to do this and that. They want</p> <p>7 to know their deal, and then, they'll go deal with</p> <p>8 the division is my experience.</p> <p>9 Q. I guess thinking about it differently,</p> <p>10 let's take Fedor as an example since we talked about</p> <p>11 him.</p> <p>12 In your experience, would a fighter like</p> <p>13 Fedor, would it be beneficial to his career to join a</p> <p>14 promotion that only had unknown, untested fighters?</p> <p>15 MS. GRIGSBY: Objection, calls for</p> <p>16 speculation.</p> <p>17 THE WITNESS: My opinion is that he</p> <p>18 would -- he would take that into consideration, yes.</p> <p>19 BY MR. DELL'ANGELO:</p> <p>20 Q. Do you know if he was ever presented with</p> <p>21 that kind of opportunity?</p> <p>22 A. I will say this, he did fight in Russia</p> <p>23 many times for small organizations that he felt that</p> <p>24 he wanted to fight in Russia. So he fought for these</p> <p>25 companies and they paid him, and he fought several</p>

<p style="text-align: right;">178</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 times there that were not big, big, you know,</p> <p>3 worldwide companies.</p> <p>4 Q. So let's get back to sort of Bellator</p> <p>5 post -- let's get back to Bellator post June 2014.</p> <p>6 Or get to it, as the case may be.</p> <p>7 Does Bellator have a policy regarding its</p> <p>8 fighters' ability to sign sponsorship deals with</p> <p>9 Bellator sponsors?</p> <p>10 MS. GRIGSBY: Objection, form.</p> <p>11 THE WITNESS: Yes, it has a policy, yes.</p> <p>12 BY MR. DELL'ANGELO:</p> <p>13 Q. Does that policy include a sponsorship tax</p> <p>14 like the one that you testified about at the UFC?</p> <p>15 MS. GRIGSBY: Objection, form.</p> <p>16 THE WITNESS: No.</p> <p>17 BY MR. DELL'ANGELO:</p> <p>18 Q. And does Bellator have a policy that</p> <p>19 governs its fighters' ability to sign with sponsors</p> <p>20 that are not Bellator sponsors?</p> <p>21 A. Yes.</p> <p>22 Q. And what is that policy?</p> <p>23 A. I'll just explain the policy.</p> <p>24 Q. Sure.</p> <p>25 A. The basic policy is simple. You can't have</p>	<p style="text-align: right;">180</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 Q. Okay. So what is your understanding of</p> <p>3 what it is?</p> <p>4 A. My understanding is when another league,</p> <p>5 like, say, for instance Rizin or KSW wants to</p> <p>6 co-promote, then it becomes a co-promotion between</p> <p>7 Bellator and Rizin or Bellator and, you know, KSW or</p> <p>8 One FC. That's what I think of as a co-pro.</p> <p>9 Q. Does Bellator have a policy regarding</p> <p>10 co-promotion as you think of it?</p> <p>11 A. No.</p> <p>12 Q. So it doesn't prohibit co-promotion, right?</p> <p>13 A. No.</p> <p>14 Q. Does Bellator have a policy with respect to</p> <p>15 whether or not a fighter under contract with Bellator</p> <p>16 can fight for other promotions? Other MMA</p> <p>17 promotions, that is.</p> <p>18 A. Repeat that one more time just to make sure</p> <p>19 I understand.</p> <p>20 Q. Yes. Does Bellator have a policy regarding</p> <p>21 whether or not fighters under contract with Bellator</p> <p>22 may fight for other MMA promotions?</p> <p>23 A. Yes.</p> <p>24 Q. And what is that policy?</p> <p>25 A. Under the contract, it's an exclusive</p>
<p style="text-align: right;">179</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 a competing sponsor on a fighter that competes</p> <p>3 against your league, you know, league sponsors.</p> <p>4 So we have like Dave & Busters, our</p> <p>5 fighters can't go get Buffalo Wild Wings, let's say,</p> <p>6 kind of the same area. Or if he has Bud Light and</p> <p>7 ours is Miller, then there's a conflict. So they</p> <p>8 can't do that.</p> <p>9 Other than that, they're free to go as long</p> <p>10 as it falls under the rules and the regulations of</p> <p>11 Viacom Media Company.</p> <p>12 Q. Otherwise, they're not -- aside from those</p> <p>13 limitations, Bellator doesn't restrict its fighters'</p> <p>14 right to have sponsors when they're fighting for</p> <p>15 Bellator?</p> <p>16 A. Other than that, there's no other</p> <p>17 restrictions.</p> <p>18 Q. And does Bellator have a policy regarding</p> <p>19 co-promotion for its fighters?</p> <p>20 A. Can you explain that?</p> <p>21 Q. Sure. Are you familiar with the term</p> <p>22 "co-promotion" as it relates to the promotion of MMA</p> <p>23 bouts?</p> <p>24 A. It could mean -- it could mean several</p> <p>25 things.</p>	<p style="text-align: right;">181</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 contract with the fight company. So they are not</p> <p>3 allowed to compete.</p> <p>4 Q. And do you know when that policy came into</p> <p>5 being?</p> <p>6 MS. GRIGSBY: Objection, foundation.</p> <p>7 THE WITNESS: I don't. And I will say</p> <p>8 this. If we have a fighter that wants to fight in</p> <p>9 Japan, then we'll send him. If we have a fighter</p> <p>10 that wants to fight in another league, we'll send</p> <p>11 them. We send fighters to Vienna sometimes.</p> <p>12 I do believe, and again, I'm not a hundred</p> <p>13 percent, but my belief is that we do have in some</p> <p>14 fighters' contracts that they actually are allowed to</p> <p>15 compete in a fight league in another country if we're</p> <p>16 not -- if it doesn't hurt our business in the sense</p> <p>17 that we have certain obligations to these athletes,</p> <p>18 they have to fight two or three times a year. And we</p> <p>19 want to make sure that we're able to make that happen</p> <p>20 for the athlete. Otherwise, you know, we could be in</p> <p>21 breach of the deal.</p> <p>22 So that's kind of in a nutshell what that</p> <p>23 agreement is.</p> <p>24 BY MR. DELL'ANGELO:</p> <p>25 Q. Right. So for example, you might not agree</p>

<p style="text-align: right;">182</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 to let a Bellator fighter fight another promotion if</p> <p>3 it would prohibit you from -- prohibit Bellator --</p> <p>4 A. Booking him.</p> <p>5 Q. -- from booking him for a fight that you</p> <p>6 owe him contractually?</p> <p>7 A. That's correct. If it doesn't interfere</p> <p>8 with our business.</p> <p>9 Q. Sure.</p> <p>10 A. If we have plans to fight a fighter and he</p> <p>11 says, look, I want to fight in Russia against</p> <p>12 so-and-so, I've had this conversation many times even</p> <p>13 recently as a month ago with our -- one of our big</p> <p>14 stars in London, with MVP Michael Page. And he says:</p> <p>15 I want to box. And I said: Go ahead. Go box. As</p> <p>16 long as it doesn't interfere with your MMA schedule</p> <p>17 and our obligation to fulfill our agreement with you,</p> <p>18 then box away and enjoy yourself.</p> <p>19 Q. In the MMA promotion business, are you</p> <p>20 familiar with the term "exclusivity" or "exclusivity</p> <p>21 provision"?</p> <p>22 A. Of course.</p> <p>23 Q. What do you understand that mean?</p> <p>24 A. I mean, obviously, it's exclusive which</p> <p>25 means that they're restricted, they can't do it. But</p>	<p style="text-align: right;">184</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 to King Mo.</p> <p>3 And then, last year, he wanted to go again,</p> <p>4 so, we said okay. You know, we weren't booking him</p> <p>5 at the time. Go ahead and go fight your heart out.</p> <p>6 Q. Right. So are you aware that Bellator</p> <p>7 produced some documents to the plaintiffs in this</p> <p>8 litigation?</p> <p>9 A. I believe so.</p> <p>10 Q. And have you had the opportunity to look at</p> <p>11 any of those documents?</p> <p>12 A. I glanced at them, yes.</p> <p>13 Q. So I want to show you a couple of documents</p> <p>14 I got that were produced by the plaintiffs in</p> <p>15 litigation. I'm going to hand you two at the same</p> <p>16 time.</p> <p>17 The first I'm marking as Coker Exhibit 11.</p> <p>18 The Bates stamp begins SBPCL00003784.</p> <p>19 And then, the second exhibit I'm going to</p> <p>20 hand you is Exhibit 12, which begins SBPCL00002713.</p> <p>21 (Exhibits 11 and 12 were marked for</p> <p>22 identification by the reporter.)</p> <p>23 BY MR. DELL'ANGELO:</p> <p>24 Q. You're welcome to take as much time as you</p> <p>25 want to look at them, Mr. Coker, but I'm really at</p>
<p style="text-align: right;">183</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 to me, there's the agreement, and then, there's the</p> <p>3 spirit of the agreement. And to me, the spirit of</p> <p>4 the agreement always has to be an open door, back and</p> <p>5 forth.</p> <p>6 Q. When Bellator was being operated by --</p> <p>7 well, does there come a time after you became</p> <p>8 involved with Bellator that the company changed its</p> <p>9 contracts?</p> <p>10 A. Yes.</p> <p>11 Q. Okay. And did those changes to its</p> <p>12 contracts include changes to the exclusivity</p> <p>13 provision?</p> <p>14 A. To my knowledge, yes.</p> <p>15 Q. And how did they change?</p> <p>16 A. Again, if we have a fighter that wants to</p> <p>17 fight elsewhere and wants to put it in the contract,</p> <p>18 then we might have done it for one or two people that</p> <p>19 we said, okay, we'll let you go ahead and do it.</p> <p>20 For the most part, I think these agreements</p> <p>21 still have exclusivity provisions, but if they came</p> <p>22 and talked to us like King Mo did, two years ago, he</p> <p>23 wanted to fight in the Rizin tournament, so we let</p> <p>24 him go to Japan and fight. It was not a co-pro. We</p> <p>25 had no financial stake in the fight or what happened</p>	<p style="text-align: right;">185</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 the moment just interested if you could take a quick</p> <p>3 look and identify them so we can just cover a few</p> <p>4 questions.</p> <p>5 A. Um-hmm.</p> <p>6 Q. Let's start with Exhibit 11. Do you</p> <p>7 recognize Exhibit 11?</p> <p>8 MR. KELLY: Are you asking him if he</p> <p>9 recognizes the form? Because it is redacted.</p> <p>10 MR. DELL'ANGELO: That's a fair question.</p> <p>11 So I'll withdraw the question.</p> <p>12 BY MR. DELL'ANGELO:</p> <p>13 Q. So Mr. Coker, do you recognize the form of</p> <p>14 the document of Exhibit 11?</p> <p>15 A. It looks like a standard contract.</p> <p>16 Q. Of Bellator?</p> <p>17 A. Yes.</p> <p>18 Q. Would you turn to page 40 of the document.</p> <p>19 The Bates is 3823.</p> <p>20 Do you see a name and a signature there?</p> <p>21 A. Is it here?</p> <p>22 MR. KELLY: Keep going.</p> <p>23 BY MR. DELL'ANGELO:</p> <p>24 Q. I think you've got it.</p> <p>25 Do you see a name and a signature there?</p>

<p style="text-align: right;">190</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 for itself. It's either in there or it's not in</p> <p>3 there.</p> <p>4 BY MR. DELL'ANGELO:</p> <p>5 Q. Why don't I read it and you can just</p> <p>6 answer. So 6, "Grant Of Ancillary Rights" says:</p> <p>7 "Subject to the terms and</p> <p>8 conditions set forth below, fighter</p> <p>9 hereby grants to promoter the</p> <p>10 following, unrestricted, irrevocable</p> <p>11 worldwide rights in perpetuity,</p> <p>12 ancillary rights."</p> <p>13 Do you see?</p> <p>14 A. Um-hmm.</p> <p>15 Q. Would you agree that that doesn't contain</p> <p>16 the term "exclusive," right?</p> <p>17 A. Correct.</p> <p>18 Q. And then, if you go down to A, it begins:</p> <p>19 "The exclusive right during the</p> <p>20 term to stage all bouts, sell</p> <p>21 tickets, admission," et cetera.</p> <p>22 Do you see that?</p> <p>23 A. Yes.</p> <p>24 Q. Is that an example of an exclusivity</p> <p>25 provision of the type that you testified about a</p>	<p style="text-align: right;">192</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 I'm just trying to see if you're aware if it has an</p> <p>3 exclusivity provision in anything other than 6A --</p> <p>4 A. I'll be honest with you --</p> <p>5 Q. -- in paragraph A --</p> <p>6 A. Here is the process.</p> <p>7 Q. Yes.</p> <p>8 A. So I go and make a deal --</p> <p>9 THE REPORTER: You all talked right at the</p> <p>10 same time. Sorry.</p> <p>11 THE WITNESS: So as president of the</p> <p>12 company, I go, I make the deal with the athlete, and</p> <p>13 then, I turn it over to our legal team and they</p> <p>14 finish up with the fighter's legal time, and they</p> <p>15 make the document and they execute it. That's really</p> <p>16 the process.</p> <p>17 But I'm happy, you know, to read through</p> <p>18 this if you'll give me a minute here.</p> <p>19 MR. KELLY: Just so the question is in</p> <p>20 mind, you're asking whether B through H --</p> <p>21 MR. DELL'ANGELO: Yeah. They just contain</p> <p>22 the same type of exclusivity provision that's in A.</p> <p>23 By my reading, they don't, but I think you all seem</p> <p>24 to be comfortable that the document speaks for</p> <p>25 itself.</p>
<p style="text-align: right;">191</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 little bit earlier?</p> <p>3 MR. KELLY: Object to the extent it calls</p> <p>4 for a legal conclusion. The document speaks for</p> <p>5 itself.</p> <p>6 THE WITNESS: I mean, look, I'm not a</p> <p>7 lawyer.</p> <p>8 BY MR. DELL'ANGELO:</p> <p>9 Q. Sure. I understand.</p> <p>10 A. But to me, this looks like an exclusive</p> <p>11 provision.</p> <p>12 Q. Okay. But then, I would also like you to</p> <p>13 just take a moment to look at the following</p> <p>14 paragraphs of this contract that you signed on behalf</p> <p>15 of Bellator, B, C, D, E, F, G, H.</p> <p>16 Do you see any of those that include an</p> <p>17 exclusivity provision?</p> <p>18 MS. GRIGSBY: I'm going to object again --</p> <p>19 MR. KELLY: The document speaks for itself.</p> <p>20 Take your time and --</p> <p>21 THE WITNESS: Are you asking me to read</p> <p>22 through this thing now?</p> <p>23 BY MR. DELL'ANGELO:</p> <p>24 Q. I just wanted to know -- I mean, look, you</p> <p>25 signed the document, right, on behalf of Bellator.</p>	<p style="text-align: right;">193</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 MS. GRIGSBY: Yeah, I'm going to object,</p> <p>3 he's not a lawyer, and in terms of the term</p> <p>4 "exclusivity provision," I don't see that anywhere in</p> <p>5 the document.</p> <p>6 MR. DELL'ANGELO: I'm going to object to</p> <p>7 the use of speaking objections. We've spoken about</p> <p>8 that, Stacy.</p> <p>9 MS. GRIGSBY: I don't think we have.</p> <p>10 MR. DELL'ANGELO: We have. We wrote you a</p> <p>11 letter, didn't we?</p> <p>12 MS. GRIGSBY: It wasn't to me.</p> <p>13 MR. DELL'ANGELO: Okay. So it was to your</p> <p>14 counsel. You know what we mean, so please don't</p> <p>15 persist because you know they're improper.</p> <p>16 BY MR. DELL'ANGELO:</p> <p>17 Q. So --</p> <p>18 A. So --</p> <p>19 Q. As you've used the term, do you see an</p> <p>20 exclusivity provision in any portion of paragraph 6</p> <p>21 of Exhibit 12 other than part A?</p> <p>22 A. Does not appear to be.</p> <p>23 Q. Okay. Thank you.</p> <p>24 Has Bellator ever attempted to contract</p> <p>25 with a fighter who was under contract with the UFC?</p>

<p style="text-align: right;">194</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 A. No.</p> <p>3 Q. Why not?</p> <p>4 A. Because if they fight for the UFC, they</p> <p>5 have a contract with the UFC which would not allow</p> <p>6 them to come fight for us.</p> <p>7 So the process has been that we would wait</p> <p>8 until the fights are completely done, we go into a</p> <p>9 matching rights period, and then, we'll talk to them</p> <p>10 when they are free and clear to talk.</p> <p>11 Q. At Bellator, are you familiar with the term</p> <p>12 "tent-pole event"?</p> <p>13 A. Yes.</p> <p>14 Q. What is a tent-pole event as it relates to</p> <p>15 Bellator?</p> <p>16 A. We do six stadium shows. When you say</p> <p>17 stadium, the size of, let's say, Staples Center or</p> <p>18 Anaheim or the Forum here, Madison Square Garden, and</p> <p>19 it's six big events with all big fighters.</p> <p>20 Q. Can you just explain what a tent-pole event</p> <p>21 is, like what that means?</p> <p>22 A. I would -- yeah. I would base tent-pole on</p> <p>23 the scale of the venue, the quality of the fighters,</p> <p>24 and traditionally, we do them on a Saturday night</p> <p>25 instead of a Friday night. It's a three-hour show</p>	<p style="text-align: right;">196</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 Q. Okay. What is a matching period?</p> <p>3 A. My understanding is that some contracts,</p> <p>4 not all contracts, have a matching period. So we</p> <p>5 always ask the fighter: Are you in a matching</p> <p>6 period, or can you go straight to a -- I'm sorry.</p> <p>7 Repeat that one more time.</p> <p>8 Q. My question really just was what is a</p> <p>9 matching period, as you understand --</p> <p>10 A. Okay. I was thinking more of the exclusive</p> <p>11 negotiation period.</p> <p>12 So a matching period is a certain amount of</p> <p>13 time that is in a contract between a fighter and a</p> <p>14 promoter that allows them to match another offer from</p> <p>15 another league.</p> <p>16 Q. Okay. And during the course of your tenure</p> <p>17 at Bellator, has Bellator ever made an offer to a UFC</p> <p>18 fighter who is coming off of a matching period?</p> <p>19 A. Who is --</p> <p>20 MS. GRIGSBY: Objection to form.</p> <p>21 THE WITNESS: Who is in a matching period?</p> <p>22 BY MR. DELL'ANGELO:</p> <p>23 Q. Who is in a matching period.</p> <p>24 A. Yes, we have.</p> <p>25 Q. Okay. Can you give me an example?</p>
<p style="text-align: right;">195</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 instead of a two-hour show.</p> <p>3 But it's sizeable matchups to attract</p> <p>4 sizeable viewers.</p> <p>5 Q. Do tent-pole events, as that term is used</p> <p>6 at Bellator, does that encompass fighters that are --</p> <p>7 what types of fighters does it include?</p> <p>8 A. We would bring all of our top talent.</p> <p>9 Q. And does the term "Legend bouts," is that</p> <p>10 something that Bellator promotes as well?</p> <p>11 A. From time to time, yes.</p> <p>12 Q. Okay. And as Bellator promotes Legend</p> <p>13 bouts, what are Legend bouts?</p> <p>14 A. I would consider a fight like the one we</p> <p>15 just had at Madison Square Garden. We had Chael</p> <p>16 Sonnen fighting Wanderlei Silva. Like a Legends</p> <p>17 matchup.</p> <p>18 Q. Just going back to something I asked you a</p> <p>19 moment ago about Bellator, I think you testified that</p> <p>20 Bellator doesn't attempt to contract with fighters</p> <p>21 who are under contract with the UFC, correct?</p> <p>22 A. Yes.</p> <p>23 Q. Okay. In the MMA promotion business, are</p> <p>24 you familiar with something called matching period?</p> <p>25 A. Yes.</p>	<p style="text-align: right;">197</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 A. Roy McDonald.</p> <p>3 Q. Okay.</p> <p>4 A. And Gegard Mousasi.</p> <p>5 Q. Any others that you can think of?</p> <p>6 A. Those are the two big -- the big fighters</p> <p>7 that come to my mind.</p> <p>8 (Exhibit 13 was marked for</p> <p>9 identification by the reporter.)</p> <p>10 BY MR. DELL'ANGELO:</p> <p>11 Q. Mr. Coker, I'm marking as Exhibit 13 an</p> <p>12 exhibit that I'm handing to your counsel. For the</p> <p>13 record, Exhibit 13 is a declaration of Scott Coker In</p> <p>14 Support Of Non-Party Bellator Sport Worldwide, LLC's</p> <p>15 Motion To Quash Or Modify Subpoenas.</p> <p>16 Do you recognize Exhibit 13?</p> <p>17 A. No.</p> <p>18 Q. All right. Would you turn to the last page</p> <p>19 of Exhibit 13.</p> <p>20 Is that your signature?</p> <p>21 A. It appears to be.</p> <p>22 Q. Just take a moment and take a look at</p> <p>23 Exhibit 13, and tell me if this refreshes your</p> <p>24 recollection.</p> <p>25 MS. GRIGSBY: Objection. Counsel, is this</p>

<p style="text-align: right;">198</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 the state in which it was filed with the</p> <p>3 highlighting?</p> <p>4 MR. DELL'ANGELO: Pardon?</p> <p>5 MS. GRIGSBY: Was this filed with</p> <p>6 highlighting --</p> <p>7 THE REPORTER: I can't hear you.</p> <p>8 MS. GRIGSBY: Sorry. Was this -- does</p> <p>9 everybody -- does everybody else's document have</p> <p>10 highlighting, or is it just mine?</p> <p>11 MR. KELLY: Yes.</p> <p>12 MR. DELL'ANGELO: It should not.</p> <p>13 THE WITNESS: This one does.</p> <p>14 MR. RAYHILL: Yes. Let's pull those back.</p> <p>15 Is there a place where I can make copies?</p> <p>16 MR. DELL'ANGELO: Why don't we go off the</p> <p>17 record. Thanks.</p> <p>18 THE VIDEOGRAPHER: Going off the record.</p> <p>19 The time is 2:19 p.m.</p> <p>20 (There was a recess taken.)</p> <p>21 THE VIDEOGRAPHER: Going back on the</p> <p>22 record. The time is 2:31 p.m.</p> <p>23 BY MR. DELL'ANGELO:</p> <p>24 Q. So Mr. Coker, you have before you a</p> <p>25 refreshed copy of Exhibit 13 entitled the</p>	<p style="text-align: right;">200</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 right-hand corner there.</p> <p>3 I want to direct your attention -- do you</p> <p>4 see paragraph 21?</p> <p>5 A. This is 7?</p> <p>6 MR. KELLY: He's counting on the --</p> <p>7 THE WITNESS: Oh, I see.</p> <p>8 BY MR. DELL'ANGELO:</p> <p>9 Q. In the upper right-hand corner.</p> <p>10 MR. KELLY: Yes.</p> <p>11 BY MR. DELL'ANGELO:</p> <p>12 Q. Because the numbers are a little --</p> <p>13 A. You're looking at No. 7?</p> <p>14 Q. I'm looking at page 7 of 8 if you're</p> <p>15 looking at the upper right-hand corner.</p> <p>16 A. Yeah.</p> <p>17 Q. If you could go down to line 13, if you're</p> <p>18 looking in the left-hand axis there, each line is</p> <p>19 numbered.</p> <p>20 A. Um-hmm.</p> <p>21 Q. And there's a sentence that begins at the</p> <p>22 end of line 13 that says:</p> <p>23 "As it is now, UFC has frequently</p> <p>24 counterprogrammed Bellator's events,</p> <p>25 for example, by choosing venues for</p>
<p style="text-align: right;">199</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 "Declaration Of Scott Coker in Support of Non-Party</p> <p>3 Bellator Sport Worldwide LLC's Motion to Quash Or</p> <p>4 Modify Subpoenas."</p> <p>5 Would you first turn to the last page of</p> <p>6 the document and tell if that's your signature?</p> <p>7 A. Yes.</p> <p>8 Q. Okay. And what is the date on the</p> <p>9 document?</p> <p>10 A. February of '17.</p> <p>11 Q. February of 2017?</p> <p>12 A. 2017, yes.</p> <p>13 Q. You've had a moment to take a look at the</p> <p>14 document. Could you tell me if you recognize it?</p> <p>15 A. I do.</p> <p>16 Q. And it's a declaration that you executed in</p> <p>17 February of 2017 -- or, January, sorry -- yes,</p> <p>18 February of 2017?</p> <p>19 A. Yes.</p> <p>20 Q. Do you have any reason to believe that the</p> <p>21 statements in here are inaccurate or incomplete in</p> <p>22 any way?</p> <p>23 A. No.</p> <p>24 Q. Would you turn, please, to page 7 of 8 of</p> <p>25 the document, if you're looking in the upper</p>	<p style="text-align: right;">201</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 scheduling high profile matches to</p> <p>3 draw audience away from Bellator's</p> <p>4 own key matches. Such practices</p> <p>5 could become lethal if UFC were</p> <p>6 unilaterally armed with Bellator's</p> <p>7 event information."</p> <p>8 A. Um-hmm.</p> <p>9 Q. Could you just tell us what you meant by</p> <p>10 UFC counterprogramming Bellator's events?</p> <p>11 A. Yes. So we had a fight in January that we</p> <p>12 considered one of our big tent pole fights, and it</p> <p>13 was Tito Ortiz fighting Chael Sonnen.</p> <p>14 And the calendar on the athletic commission</p> <p>15 cleared, it's like we felt it was a good date and no</p> <p>16 competition that day.</p> <p>17 And so, we go and we announce this fight,</p> <p>18 and we go on sale. And then -- and this is all</p> <p>19 public information from the internet.</p> <p>20 Then Dana comes out and says, oh, we're</p> <p>21 going to go on the same day. We're going to go right</p> <p>22 down the street from you in Anaheim, and we're going</p> <p>23 to book the biggest fight card in the history of UFC.</p> <p>24 So, you know, we say, okay, then now we'll</p> <p>25 have to just do a better job, go out and sell some</p>

<p style="text-align: right;">246</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 matching rights clause, in there if you thought it</p> <p>3 was detrimental to the fighters?</p> <p>4 A. I mean, we treat our fighters extremely</p> <p>5 well, but this is also a business side where I</p> <p>6 have -- it's my job to protect the company. And if</p> <p>7 one company out there that's industry leader is doing</p> <p>8 it and you're not doing it, then it's not creating a</p> <p>9 fair playing field.</p> <p>10 Q. Now, besides Strikeforce, do other MMA</p> <p>11 promoters have a right-to-match clause?</p> <p>12 MR. DELL'ANGELO: Objection to form.</p> <p>13 THE WITNESS: I'm not sure.</p> <p>14 BY MS. GRIGSBY:</p> <p>15 Q. Well, does Bellator have a right-to-match</p> <p>16 clause in some of its contracts?</p> <p>17 A. I believe we do.</p> <p>18 Q. And has Bellator had a right-to-match</p> <p>19 clause in its contracts since you've been president?</p> <p>20 MR. DELL'ANGELO: Objection to form.</p> <p>21 THE WITNESS: I believe so.</p> <p>22 BY MS. GRIGSBY:</p> <p>23 Q. Has Bellator exercised the right-to-match</p> <p>24 clause since you've been president?</p> <p>25 A. I can only -- I mean, maybe a couple times.</p>	<p style="text-align: right;">248</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 THE WITNESS: They can -- they can</p> <p>3 negotiate with other leagues at that time.</p> <p>4 BY MS. GRIGSBY:</p> <p>5 Q. And by the same token, the right-to-match</p> <p>6 clause in, say, a UFC fighter's contract does not</p> <p>7 prevent Bellator from making an offer to the fighter</p> <p>8 during the matching period, does it?</p> <p>9 MR. DELL'ANGELO: Objection to form.</p> <p>10 MR. KELLY: Same objection.</p> <p>11 THE WITNESS: If a fighter is in a matching</p> <p>12 period there in the UFC, they're also able to take</p> <p>13 offers from multiple organizations.</p> <p>14 BY MS. GRIGSBY:</p> <p>15 Q. In fact, you've made offers to free agents</p> <p>16 from the UFC during the matching period as president</p> <p>17 of Bellator, haven't you?</p> <p>18 A. Yes.</p> <p>19 Q. So one example would be Rory McDonald which</p> <p>20 you mentioned earlier; is that right?</p> <p>21 A. Yes.</p> <p>22 Q. And you've also been able to sign as</p> <p>23 president of Bellator Benson Henderson after his UFC</p> <p>24 contract expired; is that right?</p> <p>25 A. Yes.</p>
<p style="text-align: right;">247</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 Q. Do you remember examples of when Bellator</p> <p>3 exercised the right-to-match clause when you were</p> <p>4 president?</p> <p>5 A. I cannot.</p> <p>6 Q. If Bellator exercises the right-to-match</p> <p>7 clause, then that means that the fighter would</p> <p>8 generally stay with Bellator; isn't that right?</p> <p>9 MR. DELL'ANGELO: Objection to form.</p> <p>10 THE WITNESS: Yes.</p> <p>11 BY MS. GRIGSBY:</p> <p>12 Q. But the right-to-match clause doesn't</p> <p>13 prevent a different promoter from making an offer to</p> <p>14 a fighter during the matching period, does it?</p> <p>15 MR. KELLY: Objection to the extent it</p> <p>16 calls for a legal conclusion.</p> <p>17 THE WITNESS: Can you repeat that one more</p> <p>18 time.</p> <p>19 BY MS. GRIGSBY:</p> <p>20 Q. So the right-to-match clause, if you have a</p> <p>21 fighter in Bellator, does not prevent a different MMA</p> <p>22 promoter from making an offer to a fighter during the</p> <p>23 matching period, does it?</p> <p>24 MR. KELLY: Same objection.</p> <p>25 MR. DELL'ANGELO: Objection to form.</p>	<p style="text-align: right;">249</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 Q. And generally, do you think that matching</p> <p>3 helps drive up the offers for a fighter?</p> <p>4 MR. DELL'ANGELO: Objection to form.</p> <p>5 THE WITNESS: Yes.</p> <p>6 BY MS. GRIGSBY:</p> <p>7 Q. And matching also, the right to match also</p> <p>8 helps fighters see what their value is.</p> <p>9 Wouldn't you agree?</p> <p>10 MR. DELL'ANGELO: Objection to form.</p> <p>11 THE WITNESS: Yes.</p> <p>12 (Exhibit 24 was marked for</p> <p>13 identification by the reporter.)</p> <p>14 BY MS. GRIGSBY:</p> <p>15 Q. I'm handing you what has been marked Coker</p> <p>16 Exhibit 24. Exhibit 24 is Bates-stamped ZFL-2456113.</p> <p>17 Do you recognize this document?</p> <p>18 A. Yes.</p> <p>19 Q. What is it?</p> <p>20 A. It was myself -- well, it was actually from</p> <p>21 Jim Goddard and myself talking about Tito Ortiz.</p> <p>22 Like I said, 2009, Tito either was a free agent or he</p> <p>23 was going through his matching period.</p> <p>24 Tito's manager or law firm, his name is</p> <p>25 Ofir, he called me up and said that Tito was looking</p>

<p style="text-align: right;">250</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 to make a move away from UFC, are you interested? So</p> <p>3 we started talking. And then, I was talking to</p> <p>4 Jim Goddard about, you know, the opportunity, and</p> <p>5 that's what this email is.</p> <p>6 Q. Now, in the middle of the page, Jim Goddard</p> <p>7 writes to you, in an email dated March 16, 2009:</p> <p>8 [REDACTED]</p> <p>9 [REDACTED]</p> <p>10 [REDACTED]</p> <p>11 [REDACTED]</p> <p>12 [REDACTED]</p> <p>13 [REDACTED]</p> <p>14 [REDACTED]</p> <p>15 [REDACTED]</p> <p>16 [REDACTED]</p> <p>17 [REDACTED]</p> <p>18 [REDACTED]</p> <p>19 [REDACTED]</p> <p>20 [REDACTED]</p> <p>21 [REDACTED]</p> <p>22 [REDACTED]</p> <p>23 [REDACTED]</p> <p>24 [REDACTED]</p> <p>25 [REDACTED]</p>	<p style="text-align: right;">252</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 right?</p> <p>3 A. I think we would offer them something</p> <p>4 different than they would traditionally offer.</p> <p>5 Q. And at this time in March 2009, you thought</p> <p>6 that the UFC would not match it for Tito Ortiz; is</p> <p>7 that right?</p> <p>8 A. That's correct.</p> <p>9 Q. Now, you testified a little bit that you</p> <p>10 understood that UFC engaged in counterprogramming.</p> <p>11 Do you remember that?</p> <p>12 A. Yes.</p> <p>13 Q. And you also testified that after</p> <p>14 Strikeforce bought Pro Elite, you thought that there</p> <p>15 was more counterprogramming; is that right?</p> <p>16 A. Yes.</p> <p>17 Q. Now, after Strikeforce brought Pro Elite,</p> <p>18 do you know if UFC put on more events than it had in</p> <p>19 prior years?</p> <p>20 A. I'm not sure.</p> <p>21 Q. Did Strikeforce ever engage in</p> <p>22 counterprogramming of UFC?</p> <p>23 A. Well, we have done fights on the same date</p> <p>24 because that was the only date available, but it</p> <p>25 wasn't targeted fights like we're going after</p>
<p style="text-align: right;">251</p> <p>1 [REDACTED]</p> <p>2 [REDACTED]</p> <p>3 [REDACTED]</p> <p>4 [REDACTED]</p> <p>5 [REDACTED]</p> <p>6 A. We were looking to do partnership deals</p> <p>7 with the athletes at that point. So instead of the</p> <p>8 traditional model where you're the athlete, maybe you</p> <p>9 make a million dollars a fight and you make, you</p> <p>10 know, some money on top of that, when it has been</p> <p>11 like a \$3 or \$4 per pay-per-view buy, that was the</p> <p>12 traditional model.</p> <p>13 So what I talked to Tito about was, why</p> <p>14 don't you and I go in partnership with this deal.</p> <p>15 And so, you become a partner, and it's a one-off or</p> <p>16 two-off or three-off event or however many fights you</p> <p>17 want to do.</p> <p>18 But basically, the partner would be the</p> <p>19 fighter with you, and Strikeforce would put up the</p> <p>20 money, we would have done a pay-per-view fight with</p> <p>21 Tito versus somebody, and then, we would have split</p> <p>22 revenues equally like a partner.</p> <p>23 Q. So at this time, in March of 2009, you</p> <p>24 thought that Strikeforce could offer Tito Ortiz</p> <p>25 something that the UFC could not match; is that</p>	<p style="text-align: right;">253</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 anybody. That's the difference, I think.</p> <p>3 Q. So would it be your testimony that</p> <p>4 Strikeforce didn't intend to put on fights on the</p> <p>5 same date, but it in fact did put on fights on the</p> <p>6 same date as the UFC?</p> <p>7 A. Yes.</p> <p>8 (Exhibit 25 was marked for</p> <p>9 identification by the reporter.)</p> <p>10 BY MS. GRIGSBY:</p> <p>11 Q. So I apologize, this is not stapled, but</p> <p>12 this is Exhibit 25. This is one copy. Two copies.</p> <p>13 Now, do you recognize this document?</p> <p>14 A. I don't recognize it, but I'm sure that it</p> <p>15 was me sending it.</p> <p>16 Q. So this is ZFL-2396988.</p> <p>17 A. Okay.</p> <p>18 Q. And for the record, you are laughing.</p> <p>19 A. Okay.</p> <p>20 Q. I want to start with Mr. Spira's email</p> <p>21 which is in the middle of the first page, sent on</p> <p>22 March 5th, 2010 at 1:26 a.m., and it says:</p> <p>23 [REDACTED]</p> <p>24 [REDACTED]</p> <p>25 [REDACTED]</p>

<p style="text-align: right;">266</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 combat event aside from the event</p> <p>3 set forth herein."</p> <p>4 Let me just back up. Do you recognize this</p> <p>5 document?</p> <p>6 A. No.</p> <p>7 Q. So on the last page, or the page that ends</p> <p>8 with 234.</p> <p>9 A. My signature.</p> <p>10 Q. So that's your signature. So you were the</p> <p>11 signatory for this contract; is that right, on behalf</p> <p>12 of Bellator?</p> <p>13 A. Yes. I mean, we do have my signature stamp</p> <p>14 on some of these documents, you know, that they're</p> <p>15 authorized -- our legal team is authorized to sign it</p> <p>16 on behalf of myself.</p> <p>17 Q. So you don't remember entering into this</p> <p>18 contract; is that right?</p> <p>19 A. I can tell you, I've never read any venue</p> <p>20 document probably ever in the history of my combat</p> <p>21 sports promoting business.</p> <p>22 Q. Well, would it surprise you if venue</p> <p>23 contracts have a provision, such as this one, where</p> <p>24 it is exclusive and it cannot host other combat</p> <p>25 sports during a certain window?</p>	<p style="text-align: right;">268</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 reference to our Thackerville, Oklahoma event. And</p> <p>3 we go there, I think two or three times a year. And</p> <p>4 I think it came up for renewal in '16, and this looks</p> <p>5 like the extension.</p> <p>6 But again, the process would be, you know,</p> <p>7 our venue staff member talking to the casino and the</p> <p>8 host venue, and then, basically, I would green light</p> <p>9 the terms and the conditions that they're proposing</p> <p>10 or make changes. And then, it just goes to legal,</p> <p>11 and that's how it operates.</p> <p>12 Q. Well, looking at SBPCL00000332, which is</p> <p>13 under heading 3, subparagraph Q, it says:</p> <p>14 "Exclusivity. Nation understands</p> <p>15 and agrees that during the term, it</p> <p>16 shall not host any other MMA events</p> <p>17 aside from the event set forth</p> <p>18 herein."</p> <p>19 Is this the type of term that you would</p> <p>20 approve?</p> <p>21 A. I didn't even know that was in the</p> <p>22 agreement.</p> <p>23 Q. Now, would you say that Bellator is a</p> <p>24 national promotion of MMA bouts events?</p> <p>25 A. Yes.</p>
<p style="text-align: right;">267</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 MR. DELL'ANGELO: Objection to form.</p> <p>3 THE WITNESS: You know, I'm just not sure.</p> <p>4 BY MS. GRIGSBY:</p> <p>5 Q. We'll put that one to the side.</p> <p>6 (Exhibit 28 was marked for</p> <p>7 identification by the reporter.)</p> <p>8 BY MS. GRIGSBY:</p> <p>9 Q. And I'm going to hand you what has been</p> <p>10 marked as Exhibit 28, and you might have similar</p> <p>11 answers, but we'll see.</p> <p>12 A. I'll try my best.</p> <p>13 Q. So Exhibit 28 has been Bates-stamped</p> <p>14 SBPCL00000324 with the ending Bates stamp of</p> <p>15 SBPCL00000341.</p> <p>16 Just turning to the last page.</p> <p>17 A. Yes.</p> <p>18 Q. Is that your signature on the last page?</p> <p>19 A. Yes.</p> <p>20 Q. Do you recognize this document?</p> <p>21 A. No.</p> <p>22 Q. Do you recall entering into a site</p> <p>23 agreement with the Chickasaw Nation at all, between</p> <p>24 Bellator and the Chickasaw Nation?</p> <p>25 A. Yes. I believe this document is in</p>	<p style="text-align: right;">269</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 (Exhibit 29 was marked for</p> <p>3 identification by the reporter.)</p> <p>4 BY MS. GRIGSBY:</p> <p>5 Q. I'm handing you what has been marked as</p> <p>6 Exhibit 29.</p> <p>7 Now, this is an article from SB Nation,</p> <p>8 which is "Spike TV president: Bellator MMA on an</p> <p>9 even footing with the UFC." MMA fighting is the</p> <p>10 category. It's by Mark Raimondi, dated February 8th,</p> <p>11 2015.</p> <p>12 Now, I just want to direct your attention</p> <p>13 to the last page. On the last page, you're quoted as</p> <p>14 saying:</p> <p>15 "There's not going to be a fighter</p> <p>16 on the planet. We can't afford and</p> <p>17 have access to."</p> <p>18 Do you see that?</p> <p>19 A. Yes, I see it.</p> <p>20 Q. Did you make that statement?</p> <p>21 A. Yes.</p> <p>22 Q. And do you believe it's true that there's</p> <p>23 not going to be a fighter on the planet that Bellator</p> <p>24 can't afford and have access to?</p> <p>25 MR. DELL'ANGELO: Objection to form.</p>

<p style="text-align: right;">270</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 THE WITNESS: Let me just explain the</p> <p>3 steps.</p> <p>4 So basically, it's -- access to, meaning if</p> <p>5 they're a free agent, obviously, we have to -- we</p> <p>6 can't just go steal fighters. So that's maybe a</p> <p>7 misstep on my part.</p> <p>8 But I believe that we will be able to</p> <p>9 afford the fighters that are getting the top dollar</p> <p>10 out there.</p> <p>11 BY MS. GRIGSBY:</p> <p>12 Q. So with that correction, which is there's</p> <p>13 not going to be a free agent fighter on the planet</p> <p>14 that we can't afford and have access to, would you</p> <p>15 say it's true that there's not going to be a free</p> <p>16 agent fighter that Bellator can't afford or have</p> <p>17 access to?</p> <p>18 MR. DELL'ANGELO: Objection to form.</p> <p>19 THE WITNESS: I believe it's true.</p> <p>20 (Exhibit 30 was marked for</p> <p>21 identification by the reporter.)</p> <p>22 BY MS. GRIGSBY:</p> <p>23 Q. I'm handing you what has been marked as</p> <p>24 Exhibit 32 --</p> <p>25 THE REPORTER: Exhibit what?</p>	<p style="text-align: right;">272</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 BY MS. GRIGSBY:</p> <p>3 Q. So this article is dated December 21st,</p> <p>4 2015.</p> <p>5 So as of December 2015, do you believe that</p> <p>6 Bellator has or had some of the best featherweight</p> <p>7 fighters fighting for Bellator in the world?</p> <p>8 A. Yes.</p> <p>9 Q. You can put that to the side.</p> <p>10 (Exhibit 31 was marked for</p> <p>11 identification by the reporter.)</p> <p>12 BY MS. GRIGSBY:</p> <p>13 Q. So I'm handing you what has been marked as</p> <p>14 Exhibit 31, which is an article, again, from</p> <p>15 SB Nation, which reads, "Scott Coker: Bellator did</p> <p>16 talk to Alistair Overeem's reps, but 'we chose' not</p> <p>17 to make an offer." It's dated February 16th, 2016.</p> <p>18 Now, I just want to direct your attention</p> <p>19 to the third page in this article. In the third</p> <p>20 paragraph up from the bottom, which starts as --</p> <p>21 through to the last one in the article. The third</p> <p>22 paragraph up from the bottom. It starts with, "And</p> <p>23 same thing with Sterling."</p> <p>24 Now, the last sentence in this box says:</p> <p>25 "There are other free agents that</p>
<p style="text-align: right;">271</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 MS. GRIGSBY: 32. Oh, sorry. 30.</p> <p>3 Exhibit 30.</p> <p>4 BY MS. GRIGSBY:</p> <p>5 Q. Exhibit 30 is another article from</p> <p>6 SB Nation called "AJ McKee re-ups for multiple years.</p> <p>7 Will remain in Bellator MMA for foreseeable future."</p> <p>8 Now, I just want to direct your attention</p> <p>9 to the second page where the article starts. The</p> <p>10 last paragraph at the bottom. The beginning of the</p> <p>11 sentence reads:</p> <p>12 "We have many of the best</p> <p>13 featherweights in the world fighting</p> <p>14 for Bellator, and AJ has left no</p> <p>15 doubt in my mind that he belongs in</p> <p>16 that group."</p> <p>17 Did you make that statement?</p> <p>18 A. Yes.</p> <p>19 Q. And do you believe it to be true?</p> <p>20 A. Yes.</p> <p>21 Q. So you believe that Bellator has some of</p> <p>22 the best featherweight fighters in the world, is that</p> <p>23 right, fighting for Bellator?</p> <p>24 MR. DELL'ANGELO: Sorry. I'm going to just</p> <p>25 object to the form. Vague and ambiguous as to time.</p>	<p style="text-align: right;">273</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 are on the market that we're going</p> <p>3 after. There's a lot of fighters</p> <p>4 out there right now."</p> <p>5 A. Um-hmm.</p> <p>6 Q. Did you make that statement in 2016?</p> <p>7 A. Yes.</p> <p>8 Q. And do you believe it to be true, that in</p> <p>9 February 2016, there were a lot of fighters out there</p> <p>10 on the market that Bellator could go after?</p> <p>11 A. Yes.</p> <p>12 Q. You can put that to the side.</p> <p>13 (Exhibit 32 was marked for</p> <p>14 identification by the reporter.)</p> <p>15 BY MS. GRIGSBY:</p> <p>16 Q. I'm handing you what has been marked as</p> <p>17 Exhibit 32.</p> <p>18 Exhibit 32 is an L.A. Times article</p> <p>19 entitled "Bellator goes after free agents as it digs</p> <p>20 in as alternative to UFC," dated January 21st, 2017,</p> <p>21 by Lance Pugmire.</p> <p>22 Now, in the article, in the third paragraph</p> <p>23 of the second page, there's a quote from you that</p> <p>24 says:</p> <p>25 "We picked up a hundred percent of</p>

<p style="text-align: right;">274</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 the guys we went after last year.</p> <p>3 It's a commitment by Spike TV and</p> <p>4 Viacom."</p> <p>5 Do you see that?</p> <p>6 A. Yes.</p> <p>7 Q. Did you make that statement?</p> <p>8 A. Yes.</p> <p>9 Q. And is it true that in last year, meaning</p> <p>10 that as of January 2017, Bellator picked up a hundred</p> <p>11 percent of the free agent MMA fighters that it went</p> <p>12 after?</p> <p>13 A. Yes.</p> <p>14 (Exhibit 33 was marked for</p> <p>15 identification by the reporter.)</p> <p>16 BY MS. GRIGSBY:</p> <p>17 Q. I'm handing you what has been marked as</p> <p>18 Exhibit 33.</p> <p>19 Now, since you've been president of</p> <p>20 Bellator, have you followed the ratings that</p> <p>21 Bellator's events have gotten either on free TV or on</p> <p>22 pay-per-view?</p> <p>23 A. Yes.</p> <p>24 Q. Now, this article is another SB Nation</p> <p>25 Bloody Elbow article entitled "Kimbo versus Shamrock</p>	<p style="text-align: right;">276</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 Do you recognize this document?</p> <p>3 A. It looks like a document that traditionally</p> <p>4 comes to us, including myself from after an event,</p> <p>5 from the press guys at Spike TV, David Schwarz.</p> <p>6 Q. Now, on the second page, do you see the</p> <p>7 quote:</p> <p>8 "Bellator produced an entertaining</p> <p>9 night of fights that certainly</p> <p>10 brought with it more headlines and</p> <p>11 media attention than its main</p> <p>12 competitor, the UFC," by SB Nations.</p> <p>13 Do you see that?</p> <p>14 A. Yes.</p> <p>15 Q. And that is referring to -- all these</p> <p>16 quotes are referring to the Shamrock/Kimbo Slice</p> <p>17 fight; is that correct?</p> <p>18 A. Yes.</p> <p>19 Q. And do you agree with SB Nation that</p> <p>20 Bellator produced an entertaining night of fights</p> <p>21 that brought with it more headlines and media</p> <p>22 attention than its main competitor, the UFC, for the</p> <p>23 Shamrock/Slice fight?</p> <p>24 A. I believe for that event, we did.</p> <p>25 ///</p>
<p style="text-align: right;">275</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 Bellator MMA (main event) averages 2.1 million</p> <p>3 viewers on Spike," dated June 22nd, 2015.</p> <p>4 Now, is it true that in June of 2015,</p> <p>5 Bellator's Kimbo Slice/Shamrock event topped</p> <p>6 2.1 million viewers on Spike?</p> <p>7 A. Yes.</p> <p>8 Q. And in your view, is that a sizeable</p> <p>9 audience, 2.1 million viewers, for an MMA event?</p> <p>10 A. Yes.</p> <p>11 MR. DELL'ANGELO: Objection to the form.</p> <p>12 THE WITNESS: Sorry.</p> <p>13 (Exhibit 34 was marked for</p> <p>14 identification by the reporter.)</p> <p>15 BY MS. GRIGSBY:</p> <p>16 Q. So let's look at -- this is Exhibit 34.</p> <p>17 Exhibit 34 is another production from Shark</p> <p>18 Entertainment. The first email is really a long</p> <p>19 forward, but it's from David I. Schwarz at Spike TV,</p> <p>20 subject: Spike press June 22nd, 2015, Bellator 138,</p> <p>21 and then, it looks like there's a forward from Scott</p> <p>22 Coker at Bellator on the same date, and finally, from</p> <p>23 Christian Printup to you, Scott Coker, with a cc to a</p> <p>24 number of individuals on June 22nd, 2015. Oh,</p> <p>25 Christian Printup.</p>	<p style="text-align: right;">277</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 (Exhibit 35 was marked for</p> <p>3 identification by the reporter.)</p> <p>4 BY MS. GRIGSBY:</p> <p>5 Q. I'm showing you what has been marked as</p> <p>6 Exhibit 35, which is an SB Nation article, dated</p> <p>7 November 10, 2015 with a headline "Bellator slightly</p> <p>8 tops UFC in total viewers over the weekend."</p> <p>9 Now, do you remember the event discussed in</p> <p>10 this article, which is Bellator St. Louis event in</p> <p>11 November of 2015?</p> <p>12 A. Yes.</p> <p>13 Q. And do you agree that the St. Louis event</p> <p>14 got better ratings than the UFC by drawing 814,000</p> <p>15 viewers?</p> <p>16 A. Yes.</p> <p>17 Q. So during your time there, there have been</p> <p>18 a number of times where Bellator's ratings have</p> <p>19 either met or exceeded that of the UFC event during</p> <p>20 the same time period; is that right?</p> <p>21 A. Yes.</p> <p>22 Q. And just to be clear, so during your time</p> <p>23 at Bellator, there are a number of times when</p> <p>24 Bellator's ratings have been the same or exceeded the</p> <p>25 UFC? I was just clarifying the question.</p>

<p style="text-align: right;">278</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 A. Yes.</p> <p>3 Q. Now, earlier, you also testified that</p> <p>4 Bellator has some main sponsors since you've been</p> <p>5 president there; is that right?</p> <p>6 A. Yes.</p> <p>7 Q. And so, one of the core sponsors, you said,</p> <p>8 was Miller Lite; is that correct?</p> <p>9 A. Yes.</p> <p>10 Q. And one of the sponsors is also -- is it</p> <p>11 Monster Energy as well?</p> <p>12 A. Yes.</p> <p>13 Q. And Dave & Busters, you also mentioned as a</p> <p>14 sponsor of Bellator; is that right?</p> <p>15 A. Yes.</p> <p>16 Q. And those are marquee sponsors, aren't</p> <p>17 they?</p> <p>18 A. Yes.</p> <p>19 MS. GRIGSBY: Do you mind if I just take</p> <p>20 five minutes?</p> <p>21 MR. DELL'ANGELO: Sure.</p> <p>22 MS. GRIGSBY: I don't think I've got much</p> <p>23 longer.</p> <p>24 MR. DELL'ANGELO: Okay.</p> <p>25 THE VIDEOGRAPHER: Going off the record.</p>	<p style="text-align: right;">280</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 Daniel Cormiers. They're going to</p> <p>3 be the next stars of the MMA."</p> <p>4 In December of 2014, did you say that?</p> <p>5 A. I believe so.</p> <p>6 Q. And do you believe that labeling a league</p> <p>7 as either a minor league or an up and coming can be</p> <p>8 misleading?</p> <p>9 A. Yes.</p> <p>10 Q. Would you agree, at least as of December of</p> <p>11 2014, that things in the MMA industry change very</p> <p>12 quickly?</p> <p>13 A. Yes.</p> <p>14 Q. And you said in the fourth paragraph of the</p> <p>15 second page that you don't think Bellator is a minor</p> <p>16 league, do you?</p> <p>17 A. Bellator is not in a minor league.</p> <p>18 Q. And when you referred earlier to a</p> <p>19 two-player market or a single-player market, you</p> <p>20 would consider Bellator a player, wouldn't you?</p> <p>21 A. Yes.</p> <p>22 MR. DELL'ANGELO: Objection to form.</p> <p>23 MS. GRIGSBY: So I actually think that's</p> <p>24 all I have for you.</p> <p>25 THE WITNESS: Okay. Thank you.</p>
<p style="text-align: right;">279</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 The time is 4:41 p.m.</p> <p>3 (There was a recess taken.)</p> <p>4 THE VIDEOGRAPHER: Going back on the</p> <p>5 record. The time is 4:51 p.m.</p> <p>6 (Exhibit 36 was marked for</p> <p>7 identification by the reporter.)</p> <p>8 BY MS. GRIGSBY:</p> <p>9 Q. I'm handing you what has been marked as</p> <p>10 Exhibit 36.</p> <p>11 So Exhibit 36 is another SB Nation article,</p> <p>12 dated December 25th, 2014, entitled "Scott Coker on</p> <p>13 UFC antitrust lawsuit." Bellator is not a, quote,</p> <p>14 "minor league," unquote.</p> <p>15 Do you recall giving an interview with MMA</p> <p>16 Fighting about the antitrust lawsuit that was filed</p> <p>17 in December of 2014?</p> <p>18 A. I believe so.</p> <p>19 Q. Well, on the third page, above the bullet</p> <p>20 Bellator 131, the paragraph above says:</p> <p>21 "Labeling a league based on the</p> <p>22 past can be misleading because the</p> <p>23 fighters that are here today</p> <p>24 fighting for us are going to be the</p> <p>25 next Luke Rockholds and the next</p>	<p style="text-align: right;">281</p> <p>1 SCOTT COKER - HIGHLY CONFIDENTIAL</p> <p>2 MS. GRIGSBY: Thank you very much.</p> <p>3 MR. DELL'ANGELO: I actually just have a</p> <p>4 few follow-up questions. We don't need to go off a</p> <p>5 break. We can just jump right in. I'll be quick.</p> <p>6 THE WITNESS: Okay.</p> <p>7</p> <p>8 FURTHER EXAMINATION</p> <p>9 BY MR. DELL'ANGELO:</p> <p>10 Q. Hello again, Mr. Coker. I just have a few</p> <p>11 follow-up questions, and I'll try to be quick. I</p> <p>12 know it's been a long day.</p> <p>13 Ms. Grigsby asked you some questions about</p> <p>14 extending fighter contracts.</p> <p>15 Do you recall those questions?</p> <p>16 A. Yes.</p> <p>17 Q. Okay. I'd just like to ask you a few</p> <p>18 follow-up questions about that.</p> <p>19 To the extent -- to the extent that you</p> <p>20 have worked for an MMA promotion, either Strikeforce</p> <p>21 or Bellator, and you've ever extended a fighter's</p> <p>22 contract because of an injury -- let me withdraw</p> <p>23 that.</p> <p>24 To the extent that you've extended a</p> <p>25 fighter's contract on the basis of an injury, have</p>

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<p>1</p> <p>2 STATE OF _____)</p> <p>3) :ss</p> <p>4 COUNTY OF _____)</p> <p>5</p> <p>6</p> <p>7 I, SCOTT COKER, the witness</p> <p>8 herein, having read the foregoing</p> <p>9 testimony of the pages of this deposition,</p> <p>10 do hereby certify it to be a true and</p> <p>11 correct transcript, subject to the</p> <p>12 corrections, if any, shown on the attached</p> <p>13 page.</p> <p>14</p> <p>15 _____</p> <p>16 SCOTT COKER</p> <p>17</p> <p>18</p> <p>19</p> <p>20 Sworn and subscribed to before</p> <p>21 me, this _____ day of</p> <p>22 _____, 2017.</p> <p>23</p> <p>24 _____</p> <p>25 Notary Public</p>	<p>1 INSTRUCTIONS TO WITNESS</p> <p>2</p> <p>3 Please read your deposition over carefully</p> <p>4 and make any necessary corrections. You should state</p> <p>5 the reason in the appropriate space on the errata</p> <p>6 sheet for any corrections that are made.</p> <p>7 After doing so, please sign the errata sheet</p> <p>8 and date it.</p> <p>9 You are signing same subject to the changes</p> <p>10 you have noted on the errata sheet, which will be</p> <p>11 attached to your deposition.</p> <p>12 It is imperative that you return the original</p> <p>13 errata sheet to the deposing attorney within thirty</p> <p>14 (30) days of receipt of the deposition transcript by</p> <p>15 you. If you fail to do so, the deposition transcript</p> <p>16 may be deemed to be accurate and may be used in court.</p> <p>17</p> <p>18</p> <p>19</p> <p>20</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p>
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<p>1</p> <p>2 CERTIFICATE OF REPORTER</p> <p>3 I, Cynthia K. DuRivage, a Certified</p> <p>4 Shorthand Reporter of the State of Nevada, do hereby</p> <p>5 certify:</p> <p>6 That the foregoing proceedings were taken</p> <p>7 before me at the time and place herein set forth;</p> <p>8 that any witnesses in the foregoing proceedings,</p> <p>9 prior to testifying, were duly sworn; that a record</p> <p>10 of the proceedings was made by me using machine</p> <p>11 shorthand which was thereafter transcribed under my</p> <p>12 direction; that the foregoing transcript is a true</p> <p>13 record of the testimony given.</p> <p>14 I further certify I am neither financially</p> <p>15 interested in the action nor a relative or employee</p> <p>16 of any attorney or party to this action.</p> <p>17 Reading and signing by the witness was</p> <p>18 requested.</p> <p>19 IN WITNESS WHEREOF, I have this date</p> <p>20 subscribed my name.</p> <p>21 Dated: August 16, 2017</p> <p>22</p> <p>23</p> <p>24 _____</p> <p>25 CYNTHIA K. DuRIVAGE CCR No. 451</p>	<p>1 E R R A T A</p> <p>2</p> <p>3</p> <p>4</p> <p>5 I wish to make the following changes,</p> <p>6 for the following reasons:</p> <p>7</p> <p>8 PAGE LINE</p> <p>9 _____ CHANGE: _____</p> <p>10 REASON: _____</p> <p>11 _____ CHANGE: _____</p> <p>12 REASON: _____</p> <p>13 _____ CHANGE: _____</p> <p>14 REASON: _____</p> <p>15 _____ CHANGE: _____</p> <p>16 REASON: _____</p> <p>17 _____ CHANGE: _____</p> <p>18 REASON: _____</p> <p>19 _____ CHANGE: _____</p> <p>20 REASON: _____</p> <p>21</p> <p>22</p> <p>23 _____ WITNESS' SIGNATURE _____ DATE</p> <p>24</p> <p>25</p>